

IN THE SPECIFICATION

Please amend the specification as follows:

Please replace all the paragraphs beginning at page 4 and starting at line 16 with the following replacement paragraphs:

Figure 6 is a block diagram of one embodiment of an interface sequence implemented to maintain and utilize login preference information of users of a network-based transaction facility;

Figures 7 – 15 are exemplary representations of various interfaces included in the sequence of interfaces shown in **Figure 6**; and

Figure 16 is a block diagram of one embodiment of a computer system.

Please replace the paragraph beginning on page 11 and starting at line 4 with the following replacement paragraph:

Figure 6 shows an interface sequence 700, according to an exemplary embodiment of the present invention, that may be implemented by auction facility 10 to maintain and utilize login preference information of users. Exemplary representations of the various interfaces included within sequence 700 are shown in **Figures 7 - 15**.

Please replace all the paragraphs beginning on page 12 and starting at line 25 and continuing to page 14 ending at line 20 with the following replacement paragraphs:

Figures 7 – 15 are exemplary representations of various interfaces included in sequence 700. **Figures 7 and 15** are exemplary representations of a bidding

interface. Bidding interface 702 of **Figure 7** is displayed to a user who has not previously set his or her login preferences. Bidding interface 702 includes button 802 allowing the user to set the login preferences via login interface 708. Bidding interface 720 of **Figure 14** is displayed to a user who has already set the login preferences in a previous session. Bidding interface 720 provides link 1502 to my preferences interface 716 allowing the user to modify the existing login preferences.

Figures 8 and 15 are exemplary representations of a history and email request interface. History and email request interface 704 of **Figure 8** is displayed to a user who has not previously set his or her login preferences and includes button 902 allowing the user to set the login preferences via login interface 708. History and email request interface 722 of **Figure 15** is displayed to a user who has previously selected not to have a user password remembered for this feature and includes link 1606 to my preferences interface 712 allowing the user to modify the existing login preferences.

Figure 9 is an exemplary representation of login interface 708. Login interface 708 provides user identifier field 1002 and password field 1004 into which the user may enter a user identifier and password. In addition, the user may request not to use a cookie during the user online activity within auction facility 10 using link 1006.

Figure 10 is an exemplary representation of setup preferences interface 710 which specifies various features offered within auction facility 10, namely selling, chat, my page, bidding, feedback, and other features. Check boxes 1102, 1104, 1106, 1108, 1110 and 1112 allow the user to set his or her preference for each of these features. That is, if the user checks any of these check boxes, the user will not be required to provide a password before accessing a corresponding feature. Note 1114 indicates that the user may change his or her preferences at any time using my preferences interface 716.

Figure 11 is an exemplary representation of preferences confirmation interface

712 which notifies the user that the user login preference information has been saved.

Figure 12 is an exemplary representation of welcome interface 714 which is displayed if the user has already provided the login preference information in a previous session. Welcome interface 714 includes link 1302 to my preferences interface 716 which allows the user to change the existing login preferences.

Figure 13 is an exemplary representation of my preferences interface 716. My preferences interface 716 specifies user preferences for various features such as selling, chat, my page, bidding, feedback, and others. The user may change any of the existing preferences via check boxes 1102, 1104, 1106, 1108, 1110 and 1112.

In summary, it will be appreciated that the above described interfaces, and underlying technologies, provide a convenient vehicle for the inputting and modifying of user login preferences pertaining to various features offered by auction facility 10.

Computer Architecture

Figure 16 shows a diagrammatic representation of machine in the exemplary form of a computer system 1700 within which a set of instructions, for causing the machine to perform any one of the methodologies discussed above, may be executed. In alternative embodiments, the machine may comprise a network router, a network switch, a network bridge, Personal Digital Assistant (PDA), a cellular telephone, a web appliance or any machine capable of executing a sequence of instructions that specify actions to be taken by that machine.